

Spanish Tours of the HHW Center



Spanish Tours of the HHW Center

Household Hazardous Waste Information Exchange
March 25th, 2004

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City of Santa Monica



Are these good excuses?

Mia and Itzel Fernandez



Jude Conway



Background

**How cost - effective are the
City's outreach programs?**

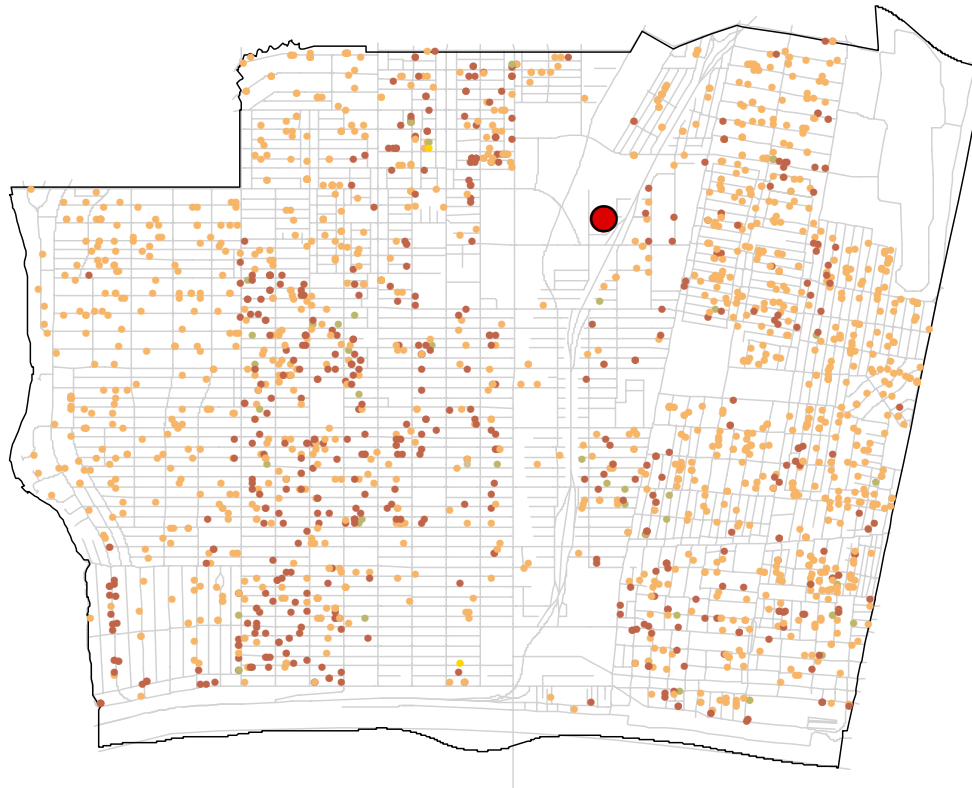
Statewide Trends in Outreach

- **2002 CIWMB Used Oil Statewide Survey**
 - Surveys in English and Spanish.
- **CIWMB Used Oil Opportunity Grant**
 - Programs that Target non-English Speaking & Underserved populations
- **Community Based Social Marketing**
 - Moving Away from Traditional Approach to Advertising
- **City of Santa Monica**

Need

- **Casual Observations by HHW Staff**
 - Identify names of Hispanic participants
 - 39 visits in 2002
- **Analysis based on Participation**
 - Map of HHW Customers for 2002
- **Latino Resources Organization (LRO)**

City of Santa Monica HHW Customers 2002



CUSTOMERS

- Apartment
- Business
- Condominium
- House
- Other
- HHW Center

1 0 1 2 Miles

Goals

within Hispanic community

- 1. Increase level of awareness**
- 2. Increase rates of participation**
- 3. Improve human health through environmental education.**

Developing an Outreach Program

- **Create a Community Profile**
- **Identify target audience**
 - Spanish speaking residents in the 90404 zip code.
- **Identify Potential Partners ***
 - Non-profits, Church Groups, School Groups, Members of the Business Community, etc.
- **Research Existing Efforts**
 - CIWMB grant manager or neighboring jurisdictions.
 - “Manual for Evaluating Used Oil Recycling Programs”

Collaborating with the Latino Resources Organization (LRO)

- **Community Ties and Insights**
 - Personal Relationships / Trust
- **Tap their Resources**
 - e.g. Client Base
- **Overcoming Existing Barriers**
 - Language, government, familiarity

Collaborating with the LRO



Function of the LRO

- Cultural Advisor / Community Liaison
 - Assist in Developing a Pilot Program for Spanish Tours of the HHW Center
 - Scheduling, Coordination, and Confirmation of Tours
 - **Recruiting Participants**
 - Promoting the Tours
 - Transportation
 - Providing Lunch
 - Evaluation
-

Program Implementation

- **Not an HHW Round-Up Event**
 - Liability
- Safety
- **Incentives**
 - FREE - Raffle, Lunch, and Battery Bucket
- Fun, Educational, and Interactive
- 3 Tours in Total
- Evaluation
 - Questionnaire

Materials and Resources 1

- **Patience, Creativity, and Time**
 - Transportation – Passenger Van
 - Chairs
 - Battery Buckets and Stickers
 - Used Oil and Filter Recycling Containers
 - Literature and Brochures
 - **HHW Spanish Brochure**
 - **Spanish Environmental Programs Directory**
-

Materials and Resources 2

- Incentives – Free Lunch
- Raffle – 5 x \$20.00 Farmers Market Coupon Booklets
- Presentation Materials

\$\$\$\$ Cost \$\$\$\$\$

| | |
|---|-------------------|
| LRO Staff X 2 - 11 hours each per event | \$1,194.00 |
| Van Rental - \$140 per event | \$ 420.00 |
| Battery Buckets - 100 buckets | \$ 211.05 |
| Stickers for Bucket – 500 stickers | \$1,891.30 |
| Farmers Market Coupons – 5 per event | \$ 300.00 |
| | |
| TOTAL: | \$4,016.35 |

And In The End ...

- 3 Spanish Tours
- 63 participants
- Successful Pilot Program
- Good Baseline Data



March 21, 2003 – 27 Participants



May 2, 2003 – 20 Participants



June 11, 2003 – 16 Participants

Tracking, Evaluation, & Other Logistics

- Questionnaire
 - Address, Previous Knowledge of HHW, Used Oil Recycling Information, Feedback
- Baseline Data
 - 39 visits in 2002 from 90404 zip code
 - Track Participation by Address
- Evaluation
 - Weather Conditions, additional hand-outs of presentation, Revise Questionnaire, Terminology and language

Hispanic Tour Content OVERVIEW

- 1) Introduction to City's Program
- 2) What is HHW
- 3) Hazardous Materials: Use & Storage
- 4) Alternatives
- 5) Hazards of products

Introduction: The City's Program

- Hours of Operation
- Weight Limits
- Participation Requirements
- Re-Use Program

Exchange Cabinet



What is HHW?

- Battery Example
- Product Categories
 - (not regulatory or technical definitions)

What is HHW?



HHW vs. Solid Waste vs. Recycling



Use and Storage of Hazardous Materials

- Personal Example (Caramel)
- KEY IDEAS
 - Original Container
 - Out of Reach
 - Do Not Mix Chemical Products.

Alternatives

Audience Sophistication

SHOW and TELL

Alternatives



Hazards of Products People and Environment

- If Not Used/Stored/Disposed PROPERLY
 - Personal Hazards
 - Environmental Hazards

Recommendations

TERMINOLOGY

“How do you describe this?”

ENGLISH

Aerosol

Antifreeze

OSCAR

Lata de aerosol

Anticogelante

GROUP

Spray

Antifreeze

Lesson's Learned



Conclusion

- Lesson's Learned
 - Importance of Partnerships
- Understanding your target audience
 - Approach to outreach
 - Knowledge of HHW
- Looking Ahead

